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Subject - Business Communication (BBA 1st Year)
Unit - IV

Topic - Principles of effective communication

The capacity to communicate effectively and clearly is an important skill. The speakers have to make the message clear and easily understandable, both at work and outside. In any profession, it is not possible to get through without communication. Communication is a valuable asset for all the people in modern days of a busy world, particularly to lawyers, teachers, auditors, consultants, administrators, politicians, business executives, parents and children. Thus, speech or talk is basic and indispensable in any group facilities in a civilised society. Speech is for others to understand. The confusion and misunderstanding in conversation are due to ineffective, faulty and vague speech. There are no standard rules to be followed in making oral communication effective once and for all times to come. However, effective oral communication calls for certain principles to be followed. Whatever the circumstances, the following are the essential ingredients of good oral communication.

① Brevity:- A message to be delivered should be brief. It should neither be too short nor too long. In real life quite often audience comments about a speech as too long or too short. Time factor is important because not only the speaker's time is wasted but also that of the audience. So, a message must be brief. Lengthy sentences confuse and may lead to misunderstandings. It should be a short one. One can achieve brevity by taking pains and framing short sentences rather than lengthy and complex sentences. We do come across people who start speech with short sentences. Conversation in short sentences gives the listener time and opportunity to follow what the speaker endeavours to put across. Using precise words, simple and familiar words, and avoiding superfluous words are important factors in effective communication.

② Clarity:- The essential of good oral communication is clarity. Clarity of message is the first and foremost important among principles. The three most important qualities of oral communication style are first, clarity, then clarity and last clarity. Before you start talking, think and rethink ideas till they are clear. Then only can one put ideas in conversation in a clear-cut terms. Clarity can be achieved with simple words, short sentences and common words. Daniel DeFoe, the author of Robinson Crusoe, said that clarity is a

Matter of style in which a man speaking to five hundred people of all common and various capacities, idiots and lunatics excepted, should be understood by them all.

(3) Choosing precise words:-

Precision is the most important principle in effective communication. Using the precise words means speaking in exact detail using the right words at right place to the context alone will convey the meaning intended by the speaker. In oral communication, the precise words which are often the concrete words express the real and correct meaning. As far as possible, using vague words should be avoided. But in practice, it is difficult to replace one word with another, no two words give exactly the same meaning. It is better to have full knowledge of synonyms and antonyms of words.

(4) Sequences:- presentation of matter in a logical sequence is yet another important principle of effective communication. The speaker should not jump points or change the sequence. Consistency and continuity and logical development of the subject matter should be there. The manner in which a speaker says something is important than the something

itself that matters in communication.

⑤ Avoid Jargon: - In our conversation, we must be conscious to avoid jargon. Jargon is a field applicable or relating to a particular section of profession. It means language or terminology relating to law, commerce, sports, defence etc. It may be called as legal jargon, military jargon, commercial jargon etc. Only people who are well-versed in a particular subject can understand, but in general conversation, the words used must be clear to other people as well.

⑥ Avoid Verbosity: - To convey meaning is more important than using superfluous words. Verbosity in oral communication is a great danger. Using more words does not assure greater clarity. Using more words will take more time and the time of the audience is wasted. The listener may tire and may misunderstand the meaning.

⑦ Seven C's of Communication: - Francis J. Betgin advocates that there are seven C's to remember in spoken communication. They are: -

- ① Candid
- ② Clear
- ③ Complete

- ④ Concise
- ⑤ Concrete
- ⑥ Correct
- ⑦ Courteous.

⑧ Prepositions :- use of necessary prepositions should be avoided. For instance, all employees must follow the safety regulations in regard to work. Here the word 'about' can be used in place of "in regard to" some other examples are in connection with, with reference to, in relation to, with regard to.

⑨ Adjectives and adverbs :- Adjectives and adverbs should be used where necessary. They emphasise the meaning with the degree of importance. For instance, the problem is under active consideration, a positive decision will be taken, definite results, comparatively, the results are poor.